

Claims:

1. A fishing rod support, the support comprising:
 - a) a restriction member configured to receive a portion of a fishing rod, wherein the restriction member is configured to substantially limit rotational movement of the rod about a substantially vertical support axis passing through the rod portion; and
 - b) a retaining member configured to releasably inhibit vertical movement of the rod portion.
2. The support as claimed in claim 1, wherein the restriction member comprises at least one substantially vertically aligned rod guide.
3. The support as claimed in claim 1, wherein the restriction member is operatively coupled to the retaining member.
4. The support as claimed in claim 1, wherein the retaining member is substantially tubular.
5. The support as claimed in claim 4, wherein the restriction member is substantially tubular.
6. The support as claimed in claim 1, wherein the retaining member is movable between:
 - a) a substantially closed position in which upward vertical movement of the rod portion is inhibited; and
 - b) an open position in which upward vertical movement is substantially uninhibited.
7. The support as claimed in claim 1, further comprising a body portion operatively coupled to the restriction member.
8. The support as claimed in claim 1, further comprising a ground engager configured to releasably secure the support to the ground.

9. . The support as claimed in claim 8, wherein the ground engager comprises an auger bit.
10. The support as claimed in claim 1, wherein the support further comprises a mount.
- 5 11. The support as claimed in claim 10, for use with a fishing rod handle holder having a pocket for receiving a fishing rod handle, wherein the pocket is substantially aligned with a pocket axis and wherein the pocket axis forms an angle of deflection to the vertical, wherein the body of the support further comprises a neck portion, and wherein the neck portion forms an angle which
10 is substantially supplementary to the angle of deflection.
12. The support as claimed in claim 11, wherein the mount is configured to engage the pocket.